

AGENDA MEMO

CITY COUNCIL MEETING OF: OCTOBER 21, 2009

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: WVR-32699 - APPLICANT/OWNER: KEEP MEMORY ALIVE

**** CONDITIONS ****

STAFF RECOMMENDATION: **APPROVAL**, subject to:

Planning and Development

1. A Waiver is hereby approved from Section 3.16 of the Union Park Design Standards to permit the proposed lettering to be located one foot below the top of the building parapet, with the Cleveland Clinic logo to be located six inches below the top of the building parapet.
2. Conformance to the sign elevations and documentation submitted with this application, date stamped 10/06/09, except as amended by conditions herein.
3. All signage shall have proper permits obtained through the Building and Safety Department.

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for a Waiver from Section 3.16 of the Union Park Design Standards to allow a wall sign one foot below the top of the building parapet where two feet is required, on a 2.09 acre parcel

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc. and Property Sales</i>	
11/23/98	The City Council approved a Rezoning (Z-0100-97) to PD (Planned Development) on the subject property. The Planning Commission and staff recommended approval.
09/20/06	The City Council approved a Site Development Plan Review application (SDR-15042) for a proposed 62,616 square foot medical research center and museum on a 1.9 acre portion of the subject site. The Planning Commission and staff recommended approval of the request.
11/15/06	The City Council approved a Site Development Plan Review application (SDR-16267), detailing the master site plan for the Union Park Development. The Planning Commission recommended approval of the request on 11/05/06.
01/03/07	The Union Park Design Standards manual (TXT-16302) was adopted by City Council, which establishes the development standards for the site and the Union Park Design Review Committee (UP-DRC). The Planning Commission recommended approval of the document on 11/05/06.
02/20/08	The City Council approved minor revisions to the Union Park Design Standards manual (TXT-23991), and incorporated the Union Park Schematic Streetscape Design document by reference. The Planning Commission recommended approval of the revisions on 09/27/07.
10/01/09	The Union Park Design Review Committee (UP-DRC) reviewed the proposed Wavier and recommended approval of the request.
<i>Related Building Permits/Business Licenses</i>	
04/17/2007	Civil improvement plans (#17894) were issued for 888 West Bonneville Avenue. The permit was finaled on 05/24/2007.
05/10/2007	A Building Permit (#7001556) was issued for the main building shell at 888 West Bonneville Avenue. This permit is currently active.
03/27/2008	A Building Permit (#104640) was issued for a tenant improvement at 888 West Bonneville Avenue. This permit is currently active.
09/26/2008	A Building Permit (#124265) was issued for a wall sign at 888 West Bonneville Avenue. The permit was finaled on 11/06/2008.
09/26/2008	A Building Permit (#124955) was issued for a monument sign at 888 West Bonneville Avenue. The permit was finaled on 11/06/2008.
05/12/2009	A Building Permit (#139409) was issued for a wall sign at 888 West Bonneville Avenue. The permit was finaled on 07/07/2009.
08/06/2009	A Building Permit (#144942) was issued for a wall sign at 888 West Bonneville Avenue. The permit was not issued.

<i>Pre-Application Meeting</i>	
10/05/09	At the pre-application meeting, issues were discussed relative to the submittal requirements for the application and the justification for the Waiver request.
<i>Neighborhood Meeting</i>	
N/A	A neighborhood meeting was not held, nor was one required.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	2.09 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Medical Facility	MXU (Mixed-Use)	PD (Planned Development)
North	Undeveloped	MXU (Mixed-Use)	PD (Planned Development)
South	Government Office	PF (Public Facilities)	C-V (Civic)
East	Undeveloped	MXU (Mixed-Use)	PD (Planned Development)
West	Furniture Mart	MXU (Mixed-Use)	PD (Planned Development)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan			
Downtown Centennial Plan	X		N*
PD Planned Development District	X		Y
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
PD Planned Development District			Y
Downtown Overlay District			Y
A-O Airport Overlay District			Y
Trails		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

*The proposed signage requires a Waiver from the Union Park Design Standards.

DEVELOPMENT STANDARDS

Wall Signs: Union Park Design Standards Section 3.16		
Standards	Allowed	Provided
Maximum Number	1/Building Face 4 total	1/West Elevation 1/East Elevation 2 total
Maximum Area	2%/Wall Area	55 SF/<2% of Wall Area
Maximum Projection	4 Feet	4"
Location	No closer than 2' below the top of parapet	Lettering – 1' below top of parapet; logo – 6" below top of parapet
Illumination	Internal/External	Internal

Waivers		
Request	Requirement	Staff Recommendation
To allow the sign letters to be located one foot below the top of the building parapet, and to allow the logo within six inches of the building parapet.	No closer than 2' below the top of parapet	Approval

ANALYSIS

The applicant has requested to locate the Cleveland Clinic signage and logo on the east and west faces of the one-story portion of the structure. Due to visibility issues based on the location of the site and unique configuration of the building, the applicant has requested to locate the lettering approximately one foot below the top of the building parapet, with the Cleveland Clinic logo to be located approximately six inches below the top of the building parapet. The design standards state that no signage is to be located any closer than two feet below the top of the parapet; consequently, the applicant has requested a waiver.

In approaching the building from the east, the depressed elevation of Bonneville Avenue prevents visibility of any signage, except at the uppermost portion of the building wall. In approaching the building from the west, improvements at the adjacent World Market Center and at the intersection prevent visibility of the proposed signage. Consideration was given to locating the signage on the four-story portion of the clinic at the rear of the property, but its distance from the intersection prevents visibility for pedestrian and vehicular traffic on Bonneville Avenue. Consequently, the applicant has requested the Waiver to allow for the signage to be placed in a location where it will have the most benefit.

The location requirements in the design standards were primarily intended to effect the placement of signage on mid- and high-rise buildings. As the signage for the Cleveland Clinic is being placed on the one-story portion of the building façade, the Waiver request will not have the impact that it would otherwise have on a taller structure. It should be noted that the proposed signage complies with all other requirements of the Union Park Design Standards.

FINDINGS

In accordance with the provisions of Section 5.0 of the Union Park Design Standards, Waivers are subject to the following standards:

“Waivers to the Union Park Design Standards contained herein may be granted by City Council upon a recommendation from the UP-DRC, with clear and convincing evidence for demonstrated economic hardship or to further the City’s redevelopment efforts.”

The applicant has submitted evidence that the unique configuration of the building and its position relative to the site and abutting development prohibits placement of the signage in accordance with the design standards. In view of these factors, it is concluded that the applicant’s hardship is unique and that approval of the Waiver will further the City’s redevelopment efforts.

<u>NEIGHBORHOOD ASSOCIATIONS NOTIFIED</u>	N/A
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<u>ASSEMBLY DISTRICT</u>	N/A
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<u>SENATE DISTRICT</u>	N/A
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<u>NOTICES MAILED</u>	N/A
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<u>APPROVALS</u>	0
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<u>PROTESTS</u>	0
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